

Outcomes and Accountability

The New Paradigm for Non-Profit
Organizations

Outcomes

- What is an “Outcome”?
 - Describes a specific desirable result or quality of the organization’s services.
 - Answers the question - “How Do We Know if We are Succeeding at Our Work?”
 - Can be Measured using Indicators

Outputs Versus Outcomes

■ Outputs (Traditional Approach)

- Number of Households Assisted
- Number of Loans
- Number of Houses Built
- Number of Volunteers

Outcomes (New Paradigm)

- Increase in Household Wealth
- Increase in Neighborhood Stability
- Improved School Performance
- Higher Resident Satisfaction

Who is Interested in Outcomes?

- Foundations
- Private Sector Funders
- Public Sector Funders
- Your Board
- The Community Development Industry
- The People You Serve

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**“What Gets Measured
Gets Done”**

How Do We Measure Outcomes?

- Selection of “Outcome”
 - “Creating a Better Community” - not measurable
 - “Reducing Crime by 10%” - measurable
- Involve other Partners in Defining Outcomes
- Identify Specific Indicators that can be Measured and Tracked
- Determine Appropriate Time Frames
- Data Collection System

United Way Impact Agenda

■ Building Vital and Safe Neighborhoods

- Access to affordable Housing and Economic Opportunity
- Active in Civil Life
- Lead Community Building Efforts
- Trust, Respect and Cooperation

■ Targeted Results

- Lower Crime Rate
- Increased Participation in Neighborhood Associations
- Wider Diversity in Home and Business Ownership
- Increased Retail and Commercial Activity
- Improved Public Transportation

How Do I Staff this Activity?

- Keep it Simple
- Make it Part of Your Strategic & Operating Plans
- Don't Plan All of your Reports for the Same Time
- Consider Software or Consultant Approaches

Should Virginia's Non-Profit Housing Industry Adopt Some Common Outcome Measures?

- Homeownership
- Rental
- Rehabilitation
- Counseling
- Resident Services